Promotion Guide for Ohio Northern University 2016 National Summer Tour Choir

We are excited to begin our national tour adventure and looking forward to visiting your town along our journey. To assist in building an audience for our performance, we are providing the following materials/suggestions:

1. Enclosed you will find 30 posters with space for you to provide your specific concert location, date, and time before posting in local businesses/schools. Additional posters, if needed, can be downloaded at http://www.onu.edu/choir_tour_2016. We suggest that these be distributed no later than 4-5 weeks before our arrival.

2. Be sure to visit our Tour Web Page at http://www.onu.edu/choir_tour_2016. There you will find the following items that are downloadable for your use:
   a. A Press Release to be shared with your local newspaper, radio and TV stations, church offices, etc. This is a Word Document that can be downloaded and adjusted to your location and date.
   b. A Tour Promotion Photo of the group coming to your location. This will be helpful for print media (newspapers and websites) that will want to cover our concert. Send this with the Press release for best media coverage.
   c. Fill-in Posters (like the ones in this package) in both 11x17 and 8.5x11 sizes. These are available for you to print extra posters should you need them.
   d. Sound files of the group that can be downloaded (right click and then save as...) to your computer and then shared.
   e. A copy of this letter.

If additional information is needed or specific questions arise, please use the following to contact me:

Dr. Ben Ayling, Chorus Director and Director of Choral Activities at Ohio Northern University
Mobile: (330)-842-2423
Keep in mind that we will begin our travels on May 10, 2016, and I will return any calls or emails as quickly as possible given our concert/touring schedule.

E-mail: choral-music@onu.edu
(I will have access to e-mail via my mobile phone depending upon cell tower reception.)

Once again, thank you for hosting our 2016 national tour choir. We will see you soon!

Ben Ayling